

**Videography Services Contract Statement of Work**  
**Development Outreach and Communications (DOC) team**  
**during the period October 1, 2016 to December 31, 2017**

**Background**

The U.S. Agency for International Development in Burma (USAID/Burma) works to strengthen Burma's democratic institutions, promote and protect human rights, support inclusive economic development, and improve community health and welfare. USAID's assistance efforts leverage the unique resources of the United States, building partnerships with the Burmese and U.S. private sectors and the Burmese diaspora. Recognizing that broad public participation will determine the course of Burma's transition, USAID continues to support civil society organizations as integral partners in all that we do. USAID/ Burma is in need of effective and flexible approaches to communicating messages about development and highlighting its impact. The Development Outreach and Communications (DOC) unit, therefore, seeks cutting-edge media support through media professionals who can help the Mission reach its key audiences with proven tactics and innovation that will bolster Burma's thought leadership.

This Statement of Work is in support of USAID/Burma's Mission Communications Objective, which states: Demonstrate to the people that USAID is a long-standing partner of the people of Burma, supporting their efforts towards democratic and economic reform, delivering on commitments made by the U.S. government.

In particular, the services rendered under this Statement of Work will enhance USAID Burma's efforts to project that the U.S. government, through USAID, is visibly employing innovative approaches to ensure that the benefits of democratic and economic reform are reaching the people of Burma.

## **Statement of Work**

This order is for videography services to the USAID/Burma DOC unit. Contact persons for procuring this service are Saskia Funston, USAID/PDO/DOC.

## **Timeline**

USAID/Burma plans to carry out four approximately two-minute long videos (with subtitles and/or voice-over) between October 2016 and December 2017.

## **Location of work**

The video firm will be present for meetings at the Burma office to discuss messaging, storyboard, and work plans, but otherwise will work from their own offices and studios.

## **Deliverables**

The contractor is required to provide four approximately two-minute long (with subtitles and/or voice-over) videos about USAID assistance in the following areas: National Reconciliation; Healthy, Resilient Communities; Democracy and Rule of Law; and Economic Growth. Exact timing for each campaign will be determined by Mission priorities and availability of the contractor. In consultation with USAID, the contractor can negotiate the best approach to carrying out the video production.

1. The videos should comply with USAID branding policies, messaging and style; and appeal to our target audiences, as identified in pre-production briefings.
2. USAID will supply the script for voice-over or titling, the contractor is responsible for recording the voice and overlaying the recorded voice with the final visual recording, and/or designing and overlaying titles in Myanmar or English.

3. The contractor is required to deliver a digital final product optimized for the web and social media (low resolution) and as a DVD (high resolution). All logos and credits will be provided. The contractor is free to suggest music that will enhance the final version.
4. The contractor is required to deliver two copies of the raw footage, and two low resolution and two high resolution finished videos within 30 days of filming.
5. USAID retains all ownership of raw and final footage.

### **Engagement with USAID and Partners**

The contractor will meet with DOC team members and, as appropriate, USAID's development partners to 1) discuss the scope and logistics of production; 2) storyboard each video; 3) provide regular updates to the DOC unit; 4) receive feedback from the DOC unit; and 5) finalize the work.

### **Qualifications**

1. At least one year industry experience.
2. Must hold a USD Bank Account.

### **Evaluation Criteria**

#### **A) Past Performance (70%)**

- 1) At least one year industry experience. (10%)
- 2) Excellent skills in video production, storytelling and graphic design; must provide a portfolio of products to demonstrate ability (including video samples). (18%)
- 3) Excellent track record in video production must provide references. (18%)
- 4) Good communication skills in Myanmar and English. (10%)

5) Must possess and/or have access to the equipment and software necessary for video and audio recording and editing, as well as graphic design and overlay. (14%)

B) Detailed Price Proposal (30%)

All interested parties must submit a detailed price proposal along with documentation that demonstrates previous successful completion of services described in this Request for Proposal; this could include letters of recommendations, appreciation or other evidence of vendor capability from previous customers.

The USAID Contracting Officer will select the successful contractor using a Best Value approach, considering price factors and past performance. The Contracting Officer, at the

Government's discretion may enter into negotiations with one or more offeror to discuss improvements in the proposal and cost deduction. Upon successful negotiation with the vendor, a purchase order will be issued, and a lump sum payment made upon acceptance of all deliverables and within 30 days of receipt of invoice.